

Name:

Class:

50 points

Buyer Behavior Assessment

Your objective is to view and analyze **yourself, friends, families, and strangers** buying behaviors. Over the next few days you will record the different buying decisions that you observe or participate in. These records can be obtained from **watching, interviewing, or actually participating in the buying decision process**. Once recorded, you will then use your observations and the information you have collected to analyze **how** and **why** those decisions were made. This data will then be aligned with what you will have learned:

- **Consumers satisfying Needs and Wants**
- **Buying Motives**
- **Buyer Behaviors - Influences**
- **Type of Decision and the Decision Making Process**

Requirements

*Record 5 different buying decisions. For each buying decision you will include the following information:

10 points possible - For each Buying Decision

1.) Was the purchaser the consumer or just a customer? Explain for each. - 1 point

2.) Describe each buying situation - 1 point

- Where it occurred
- What form of payment
- Who made the purchase
- What did they buy

2.) Satisfying Needs and Wants - 2 points

- Determine the purchase as a Need or Want, and explain why?

3.) Buying Motives - 2 points

- Demonstrate the knowledge of buying motives in describing what you think the motive is in the purchase and how it is present in each buying decision.

4.) Buyer Behaviors - Influences - 2 points

- Based on your observations, interviewing, or participation in the buying process, what influences did you see present in each transaction?
- Describe how those influences had an effect on the decisions made.

5.) Types of Decisions - Decision Making Process - 2 points

- Describe the type of decision that was made in the buying decision and what parts of the decision making process were visible.
- For the **Extensive Decision**, describe each part of the decision making process. (You must observe a transaction that depicts the full decision making process)